https://annieyanghy.com

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hsinyuyang

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Hsin-Yu Yang
User Experience Designer

Skills

Programming

React Native/React, JavaScript, jQuery, HTML, CSS, Altair, A-Frame, Python, Firebase SDK

Design

App/Web Design, AR/VR prototyping, Data Visualizing, Prototyping, Interaction Design, Graphic Design, Animation, Wireframing

Psychological framework

Behavorial Economics, Goal Setting, Priming, Framing, Habit Forming

Tools

Principle, Figma, Sketch, Adobe XD, Marvel, InVision, Abstract, Adobe Creative Cloud, Unity, Procreate

Research

User Interview, User Journey, Affinity Map, Empathy Map, Diary Study, Usability Testing, Storyboard, User Enactment, Service Blueprint

Certificates

IBM Enterprise Design Thinking

Practioner - 2020
Co-creator - 2021
Team Essentials for AI - 2021

Education

MS Information - HCI/UX

University of Michigan - Ann Arbor

Sep 2019 - Apr 2021 | Ann Arbor, USA | GPA 3.9/4

BA Foreign Languages and Literatures

National Taiwan University

Sep 2010 - Jun 2015 | Taipei, Taiwan | GPA 3.7/4.3

Exchange Study - German

Friedrich Alexander Universität

Sep 2014 - Jun 2015 | Erlangan, Germany

Work Experience

Experience Designer
Proof Factor | Jun 2021 - Present | Ann Arbor, USA

- Rapidly iterating design to meet user needs and business goals at the ecommerce startup. Cross-functionally collaborating with PMs and engineers to streamline 14,000+ users' email automation & campaign experience, aiming to reduce churn rate by 30%.
- Initiating & leading user interviews with Customer Service team, building scalable & reusable design library for better handoff and cross-team communication.

Product Design Intern
Cisco Systems | May - Aug 2020 | Ann Arbor, USA

- Worked on the Single-Sign-On (SSO) team to elevate Duo Security's value of ease-of-use. Led the end-to-end design process for a customer-facing prototype for Duo.com that's published to 500,000+ monthly users, elevating users' SSO onboarding experience. Worked with Product Management and Marketing teams, conducted 5 internal user/expert interviews and smoothly steered 4 stakeholder meetings to inform progress.
- Researched Microsoft Office 365 integration by studying extensive technical documentation with SSO developers and PM, consolidated 7 findings from the competitive analysis. Proposed research-based design concepts for the dashboard to SSO team.

UX Designer
MoBagel | Jan - Jul 2019 | Taipei, Taiwan

- Redesigned Decanter AI, an AI-based SaaS dashboard used by Chunghwa Telecom, the top in the industry in Taiwan, ultimately improving the speed at which data analysts built models by 30%. Led 4 user testings and prioritized fix list, maintained design handoffs to communicate effectively with developers and PMs on Agile Scrum.

Product Operation Intern - UX
PicCollage | May - Dec 2018 | Taipei, Taiwan

- AR app: Conducted 8 users interviews/testings and designed an experimental version of an AR app to be released to the App Store to explore a novel technology and market for the company.
- eCommerce web: executed the end-to-end design of a fake door testing with daily 8,000 impressions to explore a new market in the stationery subscription, successfully sold 11 bundles with the prototype after building an eCommerce website for market validation.

Co-starter / Service Design
Plants Eatery | Sep 2015 - Jun 2017 | Taipei, Taiwan

- Collaboratively designed the service experience for sustainable dining and co-started the business. Managed the first branch & established the workflow.

Special project

Solo Developer & Designer
Designer Cafe | Nov. - Dec. 2020 | Ann Arbor, USA

- Created and developed a React Native mobile app within 3 weeks, based on my design and research. 15 Must-have and 5 Should-have features to empower users to connect to design mentors and easily share portfolio for feedback.